

AMENDMENTS TO THE CLAIMS:

Please amend the claims as follows:

1. (CURRENTLY AMENDED) A method of purchasing electronic entertainment content, comprising:

receiving an electronic sample of the entertainment content as an attachment to an email message from a sender;

receiving a link to a source of purchase of a complete copy of the entertainment content;

using the link to connect to the source of purchase of the complete copy; and purchasing the complete copy.

2. (ORIGINAL) The method according to claim 1, wherein the link comprises a URL.

3. - 4. (CANCELLED)

5. (ORIGINAL) The method according to claim 1, wherein the sample is received from a sender and further comprising crediting an affinity credit to the sender.

6. (ORIGINAL) The method according to claim 1, wherein the purchased copy of the entertainment content is delivered via an electronic file transfer over the Internet.

7. (ORIGINAL) The method according to claim 1, wherein the sample comprises a computer file containing a compressed content sample.

8. (ORIGINAL) The method according to claim 1, wherein the content sample comprises a link to a source of streaming music, and wherein the link to the source of streaming music further provides a link to the source of purchase.

9. (ORIGINAL) A method of purchasing music, comprising:

receiving an electronic sample of a music selection as an attachment to an email message from a sender, wherein the sample comprises a computer file containing a compressed music sample;

receiving a URL link to a source of purchase of a complete copy of the music selection;

using the URL link to connect to the source of purchase of the complete copy;

purchasing the complete copy of the music selection, wherein the purchased copy of the music selection is delivered via an electronic file transfer over the Internet.

10. (CANCELLED)

11. (ORIGINAL) The method according to claim 9, wherein the sample is received from a sender and further comprising crediting an affinity credit to the sender.

12. - 27. (CANCELLED)

28. (ORIGINAL) A method of electronic distribution of entertainment content, comprising:

distributing an email message containing a link to a sample of the entertainment content;

providing a link to purchase the entertainment content;

receiving payment from a purchaser for the entertainment content via the Internet; and

transferring a file to the purchaser via the Internet.

29. (ORIGINAL) The method according to claim 28, wherein the entertainment content comprises digital audio.

30. (ORIGINAL) The method according to claim 29, further comprising providing the sample as streaming digital audio.

31. (ORIGINAL) An electronic storage medium containing instructions that, when executed on a programmed processor carry out the method of claim 28.

32. (ORIGINAL) A method of rewarding electronic distribution of entertainment content, comprising:

 providing a link to purchase the entertainment content;
 receiving payment from a purchaser for the entertainment content via the Internet;
 transferring a file to the purchaser via the Internet;
 determining that the purchaser received a sample of the entertainment content from a sender; and
 awarding an affinity credit to the sender.

33. (ORIGINAL) The method according to claim 32, wherein the entertainment content comprises digital audio.

34. (ORIGINAL) An electronic storage medium containing instructions that, when executed on a programmed processor carry out the method of claim 32.

35. (ORIGINAL) The method according to claim 32 carried out on an electronic commerce server.

36. (ORIGINAL) An electronic commerce server, comprising:

 a programmed processor;
 means for coupling the programmed processor to the Internet;
 program means running on the programmed processor that carries out the process of:
 providing a link to purchase the entertainment content;
 receiving payment from a purchaser for the entertainment content via the Internet;
 transferring a file to the purchaser via the Internet;

determining that the purchaser received a sample of the entertainment content from a sender; and
awarding an affinity credit to the sender.

37. (ORIGINAL) The method according to claim 36, wherein the entertainment content comprises digital audio.